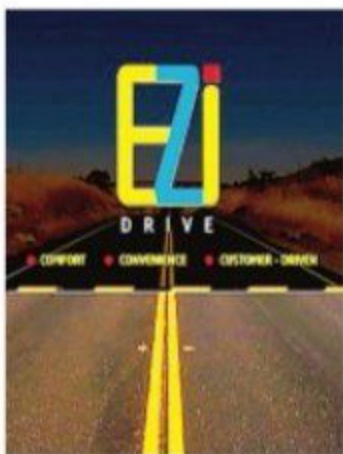


## CAB SERVICES

# On-demand driver service now made Ezi

● Roshne Balasubramanian

**W**ith cab aggregators and the taxi-rental market booming in the city, Ezi Drive, a newly launched mobile app has steered ahead of the curve by enabling both driver and cab hire on the same platform. Now, one can rent a driver for a mutually agreed fixed monthly salary or on payment of a one-time finder's fee. "We initially started off as a driver hire company in Bengaluru. There was both demand and supply, so we decided to have both driver and cab hire service on the same app," says first generation entrepreneur, Ram Prasath, CEO, Ezi Drive Tours and Travels Pvt Ltd.



The app has over one lakh users and is India's first ever online booking and automatic SMS confirmation facility provider for on-demand driver services. "A lot of software research and development went behind the making of this application. We didn't want customers to download two different apps to use our service," he shares. The company caters to all segments of the driver-hire market, including local and outstation travels.

"We ensure the safety of our customers. The Ezi drive app is equipped to deal with any concerns with SOS alert, real-time tracking of drivers and cabs, cashless payment, and direct email interface with top management, which no other app has," he asserts.

Talking about other safety measures taken by the company, he shares, "We do a thorough background verification check for drivers, detailed documentation process for driver recruitment, referral letters and police certificates are also taken into account and we also conduct periodic driver in-house training. In these training sessions, they learn how to behave with passengers and respond to customer queries."

The app also allows customers to rate the driver at the end of a ride. "We take complaints and ratings very seriously. If the rating drops below our standards, we relieve the driver from the system. This pushes the drivers to maintain and provide quality service," he says.



Ram Prasath

